

Motivation Webinar Outline

1. Motivation

- Be realistic
- Ask what motivates YOU?
- to be accomplished
- Identify your biases
- Challenge
- Strengthen
- Encourage risk-taking
- Communicate
- Ask “What’s in it for you”
- Identify the trade-offs

2. Defining Motivation

- Extrinsic: outside recognition, praise, reward
- Intrinsic: internal pride, fulfillment, self actualization

Performance = Ability X Effort (or motivation)

3. Motivator Factors

- Achievement
- Advancement
- Opportunity
- Appreciation
- Praise
- Earned recognition
- Personal growth
- Acceptance
- Work itself

4. Motivating Boomers

- Security, work ethic and advancement
- Self actualization through work, personal growth, and self improvement
- Health and wellness
- involvement and team work
- Recognition, feel rewarded, and participatory management

5. Motivating Gen X

- Diversity with challenging work,
- Global thinking through connectivity and the internet, life balance or flexibility to work, non traditional hours, and in mobile locations
- Loyalty is directed more to managers than the organization, fun, informality, and self reliance

6. Motivating Gen Y

- Optimistic, civic minded, confident,
- Achievement oriented,
- Sociable, moral, street smart, and diverse
- “ME” generation who have never experienced losing
- Received gold stars at school
- whole team received trophies
- their opinions, listened to and their suggestions have been acted
- It seems that they enter workplaces with the expectation = parents

7. Why Gen X and Y leave Firms

- Boredom ranks high on the Xers and Yers list of reasons to stay or leave a firm.
- Since compliance is a routine function, accounting firms are at risk.
- What motivates: career opportunities, environmental policies, ethical companies, and a strong employment brand, approachable managers and partners, less intimidating, focus on expectation and mentoring

8. Inducement System

- Inducement systems are those design aspects of an organization, which act to energize, direct, or sustain behavior within the organization.

9. Reward system

- Implementation of formal reward systems in the organization, such as the compensation and the promotional systems

10. Managerial System

Leadership style or characteristics

11. Equity

- If we feel that our inputs (work) are less than the outputs (get out of)

12. Motivational Development

- Key to firm success is to ensure people are in a growth and developmental process
- Focus is on skills, behaviors and needed technical knowledge
- There is demonstrated and measurable growth each year

13. Summary